



# FIRST TIME FAN GUIDE

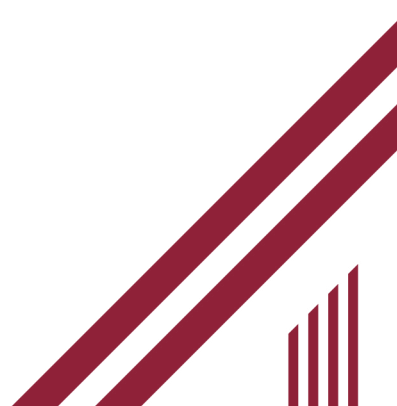
## 2025/26





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# WELCOME TO WEST HAM UNITED



If you are coming to your first match here at London Stadium, our First Time Fan Guide has been created to ensure you have all the information you need for a great experience.

If you require any further information or assistance, please view our extensive FAQs at [whufc.com/help](https://www.whufc.com/help) or contact our Supporter Services team who will be happy to help via email at [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk) or X [@WestHamHelp](https://twitter.com/WestHamHelp).

We look forward to welcoming you to London Stadium.



# HERE TO HELP



To ensure every fan enjoys a safe and memorable matchday, our team of Supporter Liaison Officers (SLOs) are on hand throughout the stadium.

## **Need help? Just ask!**

Our SLOs are here to offer guidance, answer questions and provide support wherever needed.

## **Where you'll find them**

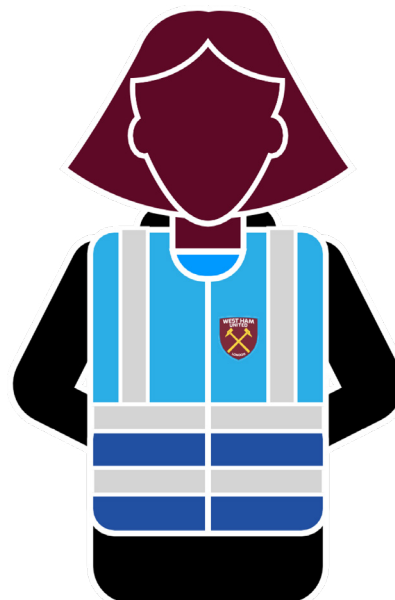
You'll find our SLOs in and around the stadium to welcome you on arrival and see you off safely post-match. Visit them at one of our four main information points near turnstiles G, H, J, and D (away section) for direct assistance.

They are easy to identify - just look out for their blue tabards. Pink tabards are worn by Disabled Supporter Assistants who are here to help any supporters with disabilities or accessible needs.

## **Who are our SLOs?**

The SLO team are friendly, knowledgeable and here to help with any of your matchday queries or direct you around the stadium. They have a wide range of experience including:

- Matchday and stadium operations
- Supporter safety and crowd management
- Ticketing processes
- Fan engagement
- In-depth understanding of West Ham fans, the local area and away support



# GETTING TO LONDON STADIUM



London Stadium is located in the south of the Queen Elizabeth Olympic Park, with five train stations in the surrounding area. To avoid the busiest stations, Stratford and Stratford International, consider using one of the other stations around the Olympic Park.

Please see our Access Statement for more information on stations and travel if you have a disability or other accessible requirements.

## **By Train or Tube**

### **Stratford Station**

Stratford Station is approximately 20 minutes walk from London Stadium. Shuttle buses operate from Stratford Station for supporters with accessibility requirements – please see our [Access Statement](#) for more information.

### **Stratford Station is served by:**

- Docklands Light Railway (DLR)
- London Underground Jubilee and Central Line services
- National Rail operated by C2C and Greater Anglia
- TfL Rail
- Elizabeth Line
- London Overground

# GETTING TO LONDON STADIUM



From Stratford Station, the most direct routes to London Stadium are via Bridge 1 (next to the London Aquatic Centre) or Bridge 5 (next to the ArcelorMittal Orbit). Scroll down to take a look at the map for a clearer view.

## **Stratford International Station**

Stratford International Station is approximately 20 minutes walk from London Stadium. Shuttle buses operate from Stratford International Station for supporters with accessibility requirements – please see our [Access Statement](#) for more information.

### **Stratford International Station is served by:**

- Docklands Light Railway (DLR)
- National Rail operated by Southeastern

From Stratford International Station, the most direct routes to London Stadium are via Bridge 1 (next to the London Aquatic Centre) or Bridge 2. Scroll down to take a look at the map for a clearer view.

## **Pudding Mill Lane Station**

Pudding Mill Lane Station is approximately 10 minutes walk from London Stadium.

Pudding Mill Lane Station is served by:

- Docklands Light Railway (DLR)

From Pudding Mill Lane Station, the most direct routes to London Stadium is via Bridge 4 (next to the London Marathon Community Track). Scroll down to take a look at the map for a clearer view.

## **Hackney Wick Station**

Hackney Wick Station is approximately 20 minutes walk from London Stadium.

### **Hackney Wick Station is served by:**

London Overground

From Hackney Wick Station, the most direct routes to London Stadium is via Bridge 3 (next to the London Marathon Community Track). Scroll down to take a look at the map for a clearer view.

# GETTING TO LONDON STADIUM



## **Stratford High Street Station**

Stratford High Street Station is approximately 20 minutes walk from London Stadium.

### **Stratford High Street Station is served by:**

- Docklands Light Railway (DLR)

From Stratford High Street Station, the most direct routes to London Stadium is via Bridge 5 (next to the ArcelorMittal Orbit). Scroll down to take a look at the map for a clearer view.

## **By Car**

London Stadium is a green stadium and a public transport destination, so public car parking is not available. Supporters are advised to use the many public transport options. Chargeable parking may be available at Westfield Stratford City. Note that there are road closures in place on matchdays for the safety of fans travelling on the surrounding roads. We always advise checking travel and parking availability before departing.

## **By Bus**

Stratford Bus Station and Stratford City Bus Station are close to Stratford Station. Buses that run to these stations include: 25, 86, 97, 104, 108, 158, 241, 257, 262, 276, 308, 425, 473, and D8.

## **Parking for Supporters with Blue Badges**

Please view our [Access Statement](#) for more travel and parking information for supporters with accessible requirements.

## **Bike Parking**

The Queen Elizabeth Olympic Park is extremely cycle-friendly and there are lots of places to park bicycles. Santander hire bikes have docking stations scattered throughout the Olympic Park. Nearby docking points include:

- Copper Box Arena
- London Aquatics Centre
- Monier Road
- The Podium
- Stratford Station

Dockless e-bikes including Lime and Forest do not have fixed stations; they can be parked on pavements within selected zones. Please check the relevant app for more information.

## **Travel Planning**

Supporters are reminded to plan their journey in advance and check timetables to ensure timely arrival at the ground to avoid long queues before kick-off. For the latest travel advice, visit the provided links or the transport operators' website directly, view our [matchday FAQs](#) or follow our matchday [WhatsApp channel](#).



# Hackney Wick



Copper Box Arena

Waterden Rd

Carpenters Rd

White Post Lane

London Way

Marshgate Lane

Monier Triangle

Diamond Bridge

BBC Music Studios

Stratford Waterfront

Monier Rd

Beachy Rd

Stour Rd

Dace Rd

Bobby Moore Academy Primary

Olympic Bell

The 1965 Statue

North Ticket Office

Champions Place

Hospitality Entrance

Main Car Park

Club Store & Ticket Office

Shuttle Bus

London Marathon Community Track

Bobby Moore Academy Secondary

Accreditation Tent

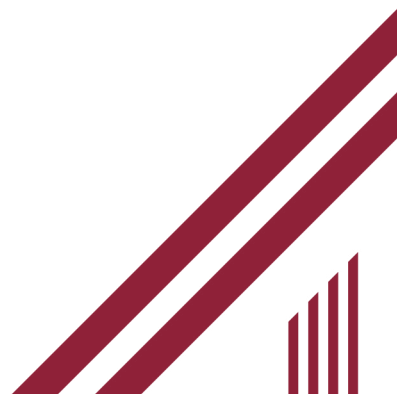
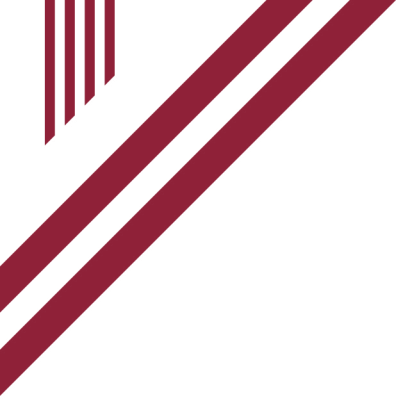
Marshgate Lane

Greenway

A12







# ARRIVING AT THE GROUND



## Arriving early

We would encourage all supporters to arrive at the stadium at least 60 minutes before kick-off. This will allow you plenty of time to pass through security checks and turnstiles to reach your seat and help you to avoid queues. You'll find it easiest to arrive via the bridge closest to your turnstile to avoid crowds once inside the ground.

General admission turnstiles open 90 minutes before kick-off and Club London hospitality turnstiles open 2.5 hours before kick-off.

## Any Questions

West Ham United Supporter Liaison Officers (SLOs) will be available around the ground to offer support and assistance. Look out for them in blue tabards or visit the information points opposite turnstiles G, H and D.

## Programmes

Programme sellers are stationed around the approach to the stadium and it's easiest to purchase your programme before you head through the security tents. There is another marquee selling programmes outside Turnstile F and Turnstile H.

## Security and Bag Searches

Security and bag searches will be conducted on the bridges as you approach the stadium. London Stadium operates a 100% bag search policy for your safety and security, so please have your bag open and ready to be searched to avoid delays and do not bring any prohibited items.

Bags should be no larger than A4 in size and there are no left luggage facilities. If in doubt on any bag policies, look at our FAQs or get in touch with our Supporter Services team.

There are dedicated entrance lanes for supporters with disabilities or other accessible requirements. We appreciate your support in keeping these lanes free for fellow supporters.

## Retail

The stadium shop can be found between turnstile E and F. Make sure you give yourself plenty of time and head to the store before going through the turnstiles, as there are no retail outlets inside the stadium.

## Ticket Scanning

Supporters will need to scan their digital ticket at the turnstiles. You must enter through the turnstile specified on your ticket. Please ensure you have downloaded your ticket before arriving at the stadium to avoid delays. You can view all [information about digital tickets](#) or view our [ticketing FAQs](#) on our website.

# ARRIVING AT THE GROUND



## **Cashless Stadium**

The stadium operates on a cashless basis at all food and retail outlets and programme kiosks.

## **Food and drink**

There is a wide range of food and drink outlets both around the outside and inside the stadium. These outlets change regularly so there is always a wide range of new food and drink to be enjoyed.

## **Multi-faith Rooms**

Two multi-faith rooms are available between blocks 103 and 104. Speak to a member of staff for access into a multi-faith room.



# HOME SUPPORTERS SECTIONS



## Entrance Information for Home Supporters at London Stadium

### General Entry Turnstiles:

Turnstile A

Turnstile C

Turnstile E

Turnstile F

Turnstile G

Turnstile H

Turnstile J

Turnstile K

### Hospitality Section:

Turnstile B

### Important Notes

**Ticket Specific Turnstile:** You must enter through the turnstile specified on your ticket.

**Assistance:** If you have any concerns about where to enter, speak to a Matchday Supporter Liaison Officer for guidance. Please note, each turnstile will have a Ticket Office representative to assist you with entry to London Stadium.

Enjoy your matchday experience at London Stadium.



# UNDERSTANDING TICKET /ACCOUNT



## **Purchasing Tickets for West Ham United Home Matches**

### **Create an Account:**

1. Go to the [West Ham United account creation page](#).
2. Follow the sign-up process to create your account.
3. Link your account to your Client Reference Number.

Once you have created and activated your West Ham Account you will be sent to your profile page where you need to follow the steps below:

1. Click 'Link my Client Reference number' which is highlighted in a blue box
2. This will take you to the 'Link you existing Client Reference number to your new West Ham Account' section. You will then have the opportunity to enter your previous client reference number into the text box below or scroll down to 'Create a new Client Reference number'.
3. Once you have clicked this you will receive a brand-new Client Reference number, which will be linked to your account.

If you are still having difficulty in creating an account, you can use one of the useful links below to another FAQ or contact us directly at [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk)

# UNDERSTANDING TICKET/ ACCOUNT



## **Purchasing Tickets for West Ham United Home Matches**

### **Create an Account:**

1. Go to the West Ham United account creation page.
2. Follow the sign-up process to create your account.
3. Link your account to your Client Reference Number.

### **Purchase Tickets:**

4. Visit the Ticketing Site.
5. Log in with your account to purchase tickets for home fixtures.

### **Types of Tickets:**

#### **Digital Ticket:**

- Download the ticket to your phone.
- Use NFC technology to scan your phone at the reader for entry.

#### **Physical Ticket:**

- Print the ticket at home.
- Use the printed ticket at the turnstiles for entry.

### **Season Ticket Cards:**

- Physical Season Ticket Cards can be scanned at the turnstiles.
- Digital Season Tickets will update seven days before the game.

### **Entry Methods**

- Digital Ticket: Use NFC on your phone.
- Printed Ticket: Insert the printed ticket at the scanners.
- Season Ticket Card: Scan the physical card at the turnstiles.
- Digital Season Ticket: Ensure it's updated and use NFC for entry.

### **Ticket Office**

The Ticket Office is located outside Turnstile E and there are 20 windows all staffed with Ticket Office representatives that are here to assist you with your Ticketing enquiries.

# WHAT'S ON AROUND MATCHDAY



## **Pre-match activities**

- The pre-match show begins 45 minutes before kick-off and features a range of interviews and discussions in the lead up to the match, as well as some great music.
- You'll also find live DJs at the Brewdog Bars which are situated on the inside and outside of the stadium.
- There are some fantastic early bird offers available at the food and drink concessions for the first 45 minutes after turnstiles open.
- Our club mascots Hammerhead and Bubbles will make their way around the stadium to take pictures with supporters – see if you can spot them!
- Find exclusive first-team player interviews, squad interviews and matchday information in our fantastic matchday programme, sold at kiosks outside the stadium.
- Take a look at all the West Ham United merchandise in our retail store before you head through the turnstiles.
- Before you arrive, learn the words to I'm Forever Blowing Bubbles so you can sing proudly with your fellow supporters before kick-off.

## **Half-time activities**

Our food and drink concessions are open at half time for you to enjoy.

The halftime show normally has a quiz or other challenge for some lucky fans to be involved with.

Check out our [matchday FAQs](#), or sign up to our [fan WhatsApp channel](#) or [Supporter Services X channel](#) to find out if there's anything specific happening on your matchday!

# JUNIOR HAMMERS



## A warm welcome to our Junior Hammers!

At West Ham United, we love seeing our Junior Hammers at the London Stadium and want to make every visit special. Each match, our friendly Matchday Supporter Liaison Officers (SLOs) will be handing out exclusive collectables so make sure you come back each game to complete the full set!

## First time at the stadium?

Make your debut extra memorable by collecting a First Time Certificate from our SLOs on the day.



## Junior wristbands

To help keep our youngest fans safe, our SLOs also offer Junior Wristbands for families attending matches at London Stadium. These wristbands feature our much-loved mascots, Hammerhead and Bubbles which includes space on the reverse to write important information such as your child's client reference number, seat details and an emergency contact number.

This simple but important safety measure helps ensure that, if your child becomes separated from you, we can reunite you as quickly as possible. You can collect your Junior Hammer Wristbands from any of our Supporter Services booths and kiosks on matchday.

Let your Junior Hammer know that if they do get lost they should find a member of staff wearing a tabard who will be able to help.

## Junior Supporters' Board (JSB)

Our Junior Supporters' Board is an exciting way for young Hammers to get involved with the Club and have their voices heard! This is an exciting opportunity for young Hammers who want to contribute to shaping the junior fan experience, meet fellow fans, and to find out more about the day-to-day operation of West Ham United. JSB members meet with Club representatives to provide feedback around the matchday experience for junior supporters, content across Club channels for young Hammers, the official West Ham United website, and input ideas for new activities and initiatives.

The JSB will liaise regularly with members of the Supporter Services team during the season and will also meet with the representatives from the Club's Board of Directors and senior management staff.

We recruit JSB members once per season so keep an eye on our website to find out how to apply.



# OFFICIAL SUPPORTERS CLUBS



The West Ham United is proud to offer a fantastic supporters' clubs package designed for passionate Hammers from the UK and overseas who want to get even closer to the Club they love.

Whether you're a lifelong fan or a new supporter looking to connect with the West Ham community, being part of an OSC gives you more than just a seat at the match.

Find out how to join your nearest OSC – or set up a new one – on the [OSC portal](#) on our website.



# STADIUM STORE



The West Ham United Stadium Store is open on all matchdays and is the perfect place to gear up before kick-off. We warmly welcome all supporters, whether you're after the latest kit or simply browsing for Claret and Blue gifts, there's something for everyone.

Inside the store, you'll find a wide selection of official merchandise, including the latest leisurewear, accessories, and most excitingly, the brand new 2025/26 season kits. Whether you're buying for yourself or picking up a souvenir for someone special, the Stadium Store is the go-to destination for all things West Ham.

## **Personalise your kit**

Want to add your favourite player's name and number or make your shirt your own? Shirt printing is available downstairs, offering fans the chance to personalise their kit with official Premier League and West Ham United fonts and patches.

## **Relax and refuel**

Also located downstairs is the Stadium Store Café with plenty of seating, where you can relax, enjoy a drink or bite to eat and soak up the pre-match buzz. It's a great spot to chat with fellow supporters and build the excitement ahead of kick-off.

## **We're here to help**

Our friendly and knowledgeable staff are always on hand to assist with any queries you may have, whether it's about sizing, availability, or finding the perfect matchday item. They're happy to help ensure you have the best possible experience while visiting the store.

If you have any questions regarding the Stadium Store or products, please contact the Retail team at [onlinestore@westhamunited.co.uk](mailto:onlinestore@westhamunited.co.uk)



# ACCESSIBILITY



Access, equality and inclusion are at the heart of our values at West Ham United and we are unequivocally committed to providing a fully inclusive and equal experience for all supporters and visitors to London Stadium.

Since moving to London Stadium in 2016, we have created a range of facilities and services to assist supporters with disabilities. Our stadium is a fully accessible venue, with lifts and all public areas designed specifically to accommodate the needs of supporters with access requirements.

Our [Access Statement](#) will provide you with all the information you need in relation to access, services and facilities and to help you plan your visit to London Stadium.

## **Accessibility FAQs**

If you have a question relating to accessibility, visit the Hammers Help Centre, our 24/7 self-service portal designed to assist with a broad range of [Accessibility FAQs](#).

Hammers Help is a fully-accessible platform and the Club has invested in an Accessibility toolbar to assist supporters with disabilities when using the Hammers Help Centre.

The toolbar is a Cloud-based web accessibility solution, which allows supporters to customise Hammers Help in the way they need it to work for them.

Supporters can access the toolbar through clicking the 'Enable Accessibility Toolbar' at the bottom lefthand corner of the page to enable features including; text to speech functionality, dyslexia software, an interactive dictionary, magnifying tool, translation software with over 100 languages and many other features.

# GROUND REGULATIONS



The safety and security of all supporters is of paramount importance to us, and we are committed to ensuring that everyone has a safe and enjoyable experience while they are at London Stadium.

## Flags and Banners

London Stadium upholds the highest standards of health and safety. Supporters who wish to bring any flags and/or banners into the Stadium, will need to contact the Club directly to ensure that they meet the Club's and Stadium's safety requirements.

For any enquires about flags or banners, we would recommend visiting supporters email the Supporter Services team - [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk)

## Bags

Security and bag searches will be conducted on the bridges as you approach the stadium. London Stadium operates a 100% bag search policy for your safety and security, so please have your bag open and ready to be searched to avoid delays and do not bring any prohibited items.

Bags should be no larger than A4 in size and there are no left luggage facilities. If in doubt on any bag policies, look at our FAQs or get in touch with our Supporter Services team.

There are dedicated entrance lanes for supporters with disabilities or other accessible requirements. We appreciate your support in keeping these lanes free for fellow supporters.

## Smoking

Smoking inside London Stadium is strictly forbidden and will result in ejection from the Stadium. The use of e-cigarettes is also forbidden within the stadium.

## Reporting an incident

West Ham United operates a zero-tolerance policy towards abuse or anti-social behaviour in any form. We are committed to providing a safe, welcoming environment for all supporters.

If you witness or experience any concerning behaviour on matchday, please speak to the nearest steward or text your message to 07701 401966 to use our dedicated text reporting service. (This is a text-only service and does not require a country code or prefix.)

All messages are treated with strict confidence and by reporting incidents in real-time, our teams are better able to monitor the situation and take immediate action where necessary.

For more information on Ground Regulations, Safety and Security at London Stadium, please visit the [London Stadium website](#).





# SAFEGUARDING



At West Ham United, the safety and welfare of children, young people and adults at risk is our highest priority. The Club, along with its staff, management, and Board of Directors, is fully committed to providing a safe, inclusive and respectful environment for everyone involved in our programmes and matchday experiences.

We actively promote a culture where safeguarding is everyone's responsibility and where concerns can be raised and dealt with appropriately. Our policies and procedures are regularly reviewed and align with the latest legislation and best practice.

For more information and contacts, or to report a safeguarding concern, [visit our website](#).



**“WE ARE WHOLLY COMMITTED  
TO WORKING TO PROVIDE A SAFE  
ENVIRONMENT FOR ALL.”**

**– Baroness Karren Brady, Vice-Chair**



# REPORTING INCIDENTS & CONCERNS



West Ham United has a zero-tolerance approach to any form of discrimination. Equality, equity, diversity and inclusion are at the heart of the Club and we are committed to ensuring that everyone feels welcome to attend our fixtures in a safe environment.

Any form of discriminatory behaviour or chanting is unacceptable; it has no place in football and has serious criminal consequences. West Ham United will take the strongest possible action against any individual found to be engaging in such behaviour, including potential lifetime bans and referral to the police.

The Club can also face disciplinary action if any of its supporters are found to have engaged in this behaviour, which is not representative of the West Ham United fanbase and will not be tolerated by the Club.

West Ham United provides a number of support mechanisms on matchday to ensure that supporters can report any incidents discreetly and in confidence. To report any incidents during a match, you can speak with the nearest steward or Supporter Liaison Officer, or text our new reporting line on 07701401966. You can also contact West Ham United at [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk). Please provide as much information as possible, including the stand, row, seat number, description of the offender and incident.

We believe that the overwhelming majority of West Ham United supporters share these values and will work with us to continue to protect the Club's status as an equity leader in the Premier League, a position recognised and acknowledged through our award and continuous retention of the Advanced level Equality, Diversity and Inclusion Standard – the League's highest accolade attainable in this area. Anyone attending matches who does not share these values, does not share the diverse and inclusive values that West Ham United and our community stand for.

# REPORTING INCIDENTS & CONCERNS



West Ham United is committed to ensuring our online communities are safe spaces for all supporters. We recognise that football fosters a variety of opinions, and we ask supporters to engage respectfully on our platforms, even when views differ. The club will not tolerate any form of discrimination on its social media platforms and will take action against offending posts in collaboration with supporters and platform hosts or moderators.

## **Reporting Online Abuse**

### **Twitter (X)**

- Direct Message (DM): Send a DM to @WestHamHelp
- Report: Report the post and the user account directly to X

### **Email**

- Supporter Services Team: Email [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk)

All enquiries and concerns are treated in the strictest confidence. Please provide as much information as possible about the situation, including screengrabs, as well as any concerns you may have to facilitate a thorough investigation.

## **Club Actions**

All complaints are thoroughly investigated, and the club may take several actions based on the investigation, according to our Social Media Policy and [Supporter Conduct Charter](#).





# CONTACT INFORMATION



## **Ticket Office**

- Email: [ticketoffice@westhamunited.co.uk](mailto:ticketoffice@westhamunited.co.uk)
- Phone: 0333 030 1966 (Option 3)
- Hours: 09:00 – 17:00, Monday to Friday

## **Accessibility**

- Email: [accessibility@westhamunited.co.uk](mailto:accessibility@westhamunited.co.uk)
- Phone: +44 (0) 333 030 0174

## **Supporter Services**

- Address: West Ham United FC Supporter Services, London Stadium, Queen Elizabeth Olympic Park, London, E20 2ST
- Email: [supporterservices@westhamunited.co.uk](mailto:supporterservices@westhamunited.co.uk)
- X: @WestHamHelp
- Website: [whufc.com/help](http://whufc.com/help)
- Hours: 09:00 – 17:00, Monday to Friday
- [WhatsApp channel](#)

